



Commonwealth of Kentucky Personnel Cabinet Communications Office

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Why Weight Kentucky? Now Offered to State Employees *Through the Kentucky Employees Health Plan, Humana & ActiveHealth Management, Inc*

FRANKFORT, KY. – According to the Centers for Disease Control and Prevention, 63 percent of adults in Kentucky are either overweight or obese. In Governor Fletcher’s ongoing efforts to “Get Healthy Kentucky!” the Commonwealth has a new way to fight this medical problem, a program called, **Why Weight Kentucky?** Kentucky Employees Health Plan (KEHP), through its health-benefits administrator, Humana, has expanded its relationship with ActiveHealth Management, Inc. to provide this weight education program to 235,000 state employees and their dependents.

“Obesity diminishes the quality of life for everyone struggling with it, and it increases the health care costs for all those affected,” said Governor Ernie Fletcher. “In some cases, obesity is even life-threatening. I am pleased that the Commonwealth can offer help and hope to those suffering with this often debilitating condition.”

Kentucky spends more than \$1 billion on obesity related illness every year and is now one of the first states to offer a wellness plan to fight obesity among state employees.

“**Why Weight Kentucky?** is a key part of our ‘Get Healthy Kentucky’ wellness plan intended to lower obesity rates and associated health care costs, but most importantly, to provide a richer, more active life for our employees,” said Personnel Cabinet Secretary Brian Crall. “We approached Humana and ActiveHealth to develop a plan which allows us to identify and assist those most willing to accept support in their battle with weight and provide them with the assistance they need. This proactive approach will enhance quality of life for all affected state employees and their dependents.”

Jeff Bringardner, President of Humana’s Kentucky operations, added, “Humana is focused on helping state employees and their dependents live healthier lives and manage their health care costs as effectively as possible. This initiative will enable Humana and ActiveHealth to provide guidance that many state employees seek.”

Under a contract with Humana, ActiveHealth has been providing care-management services to the Commonwealth of Kentucky since January 2006. The services provided include the CareEngine® System, a patented clinical decision support technology, Informed Care Management (ICM), a patient-centered disease management program, as well as traditional Utilization Management, Case Management and Maternity Management programs.

ActiveHealth's Why Weight Kentucky? program is the newest of 31 chronic care conditions offered through ICM. Powered by the CareEngine System, ICM interactively engages all parties (patients, physicians and health plans) involved in the decision-making and health care delivery process. The CareEngine continuously scans all available data from medical, pharmacy and lab claims, and compares this member-specific information to the latest findings in evidence-based literature. When an opportunity for better care is discovered, a clinical alert called a Care Consideration is sent to the physician and member to help reduce medical errors and preventable hospitalizations.

ICM focuses on high-cost, chronic conditions, such as coronary artery disease, diabetes and asthma. Nurses perform a full health assessment on each member and then develop a personalized plan of care that addresses all conditions. ActiveHealth technologies identify members who can benefit most from targeted chronic care education and give nurses unique access to member-specific information to guide their communications with members.

Why Weight Kentucky? was designed to address the complex needs of extremely overweight people. Members will be identified as potential candidates for the program through a variety of mechanisms including a predictive-modeling tool, pharmacy claims, self-referral, and outreach to individuals with increased measurements of body-mass index (BMI) or waist circumference. Enrolled members will receive a nurse-delivered plan of care for weight control. Nurses are available every step of the way to discuss the causes and risks of obesity, the benefits of weight reduction, best therapies for reducing body fat and weight, and strategies for overcoming barriers to weight loss.

"Obesity is an epidemic that all employers, public and private, must address with preventive programs," said Lonny Reisman, MD, CEO of ActiveHealth Management. "People of all ages are at risk. Not only can obesity lead to complications such as diabetes, hypertension and heart disease, but it can also make the treatment of these conditions more difficult. While we have always dealt with obesity as a comorbidity, customers such as the Commonwealth of Kentucky can now take advantage of the fact that we offer specific assessments and treat it proactively as a unique condition."

To learn more about **Why Weight Kentucky?** visit the Kentucky Employees Health Plan site at www.KEHP.Ky.gov Click on 2007 plan and scroll down to Why Weight Kentucky.

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